

PREDICATE WORDS

| Visual | Auditory | Kinesthetic | Auditory Digital |
|---|---|--|--|
| Memorize by seeing pictures and are less distracted by noise. Often have trouble remembering and are bored by long verbal instructions because their mind may wander. They are interested by how the program looks. | Typically are easily distracted by noise. They can repeat things back to you easily and learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important. | Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling. | They spend a fair amount of time talking to themselves. They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also sometimes exhibit characteristics of other rep systems. |
| See Look View Appear Show Dawn Reveal Envision Illuminate Imagine Clear Foggy Focused Hazy Crystal Picture | Hear Listen Sound(s) Make Music Harmonize Tune In/Out Be all Ears Rings a Bell Silence Be Heard Resonate Deaf Mellifluous Dissonance Question Unhearing | Feel Touch Grasp Get Hold Of Slip Through Catch On Tap Into Make Contact Throw Out Turn Around Hard Unfeeling Concrete Scrape Get a Handle Solid | Sense Experience understand Think Learn Process Decide Motivate Consider Change Perceive Insensitive Distinct Conceive Know |

V Visual

People who are visual often stand or sit with their heads and/or bodies erect, with their eyes up. They will be breathing from the top of their lungs. They often sit forward in their chair and tend to be organized, neat, well-groomed and orderly. They memorize by seeing pictures, and are less distracted by noise. They often have trouble remembering verbal instructions because their minds tend to wander. A visual person will be interested in how your program LOOKS. Appearances are important to them. They are often thin and wiry.

A Auditory

People who are auditory will move their eyes sideways (remember Richard Nixon?). They breathe from the middle of their chest. They typically talk to themselves, and are easily distracted by noise. (Some even move their lips when they talk to themselves.) They can repeat things back to you easily. They learn by listening, and usually like music and talking on the phone. They memorize by steps, procedures, and sequences (sequentially). The auditory person likes to be TOLD how they're doing, and responds to a certain tone of voice or set of words. They will be interested in what you have to say about your program.

K Kinesthetic

People who are kinesthetic will typically be breathing from the bottom of their lungs, so you'll see their stomach go in and out when they breathe. They often move and talk verry slooowly. They respond to physical rewards, and touching. They also stand closer to people than a visual person. They memorize by doing or walking through something. They will be interested in your program if it "feels right".

A_d Auditory Digital (Self Talk)

This person will spend a fair amount of time talking to themselves. They will want to know if your program "makes sense". The auditory digital person can exhibit characteristics of the other major representational systems.

PREDICATE PHRASES

Visual

An eyeful
 Appears to me
 Beyond a shadow of a doubt
 Bird's eye view
 Catch a glimpse of
 Clear cut
 Dim view
 Flashed on
 Get a perspective on
 Get a scope on
 Hazy idea
 Horse of a different color
 In light of
 In person
 In view of
 Looks like
 Make a scene
 Mental image
 Mental picture
 Mind's eye
 Naked eye
 Paint a picture
 See to it
 Short sighted
 Showing off
 Sight for sore eyes
 Staring off into space
 Take a peek
 Tunnel vision
 Under your nose

Auditory

Afterthought
 Blabbermouth
 Clear as a bell
 Clearly expressed
 Call on
 Describe in detail
 Earful
 Give an account of
 Give me your ear
 Grant an audience
 Heard voices
 Hidden message
 Hold your tongue
 Idle talk
 Inquire into
 Keynote speaker
 Loud and clear
 Manner of speaking
 Pay attention to
 Power of speech
 Purrs like a kitten
 State your purpose
 Tattle-tale
 To tell the truth
 Tongue-tied
 Tuned in/Tuned out
 Unheard of
 Utterly
 Voiced an opinion
 Well informed

Kinesthetic

All washed up
 Boils down to
 Chip off the old block
 Come to grips with
 Control yourself
 Cool/calm/collected
 Firm foundations
 Get a handle on
 Get a load of this
 Get in touch with
 Get the drift of
 Get your goat
 Hand in hand
 Hang in there
 Heated argument
 Hold it!
 Hold on!
 Hothead
 Keep your shirt on
 Know-how
 Lay cards on the table
 Pain in the neck
 Pull some strings
 Sharp as a tack
 Slipped my mind
 Smooth operator
 So-so
 Start from scratch
 Stiff upper lip
 Stuffed shirt

HOW TO USE IN SALES

Visual

If I could SHOW you an ATTRACTIVE way in which you could....., you would at least want to LOOK at it, wouldn't you?

If this LOOKS GOOD to you, we will go ahead and FOCUS on getting the paperwork in.

Auditory

If I could TELL you a way in which you could....., you would at least want to HEAR about it, wouldn't you?

If this SOUNDS GOOD to you, we will go ahead and DISCUSS how to set up an account.

Kinesthetic

If I could help you GET A HOLD OF a CONCRETE way in which you could....., you would at least want to GET A FEEL FOR IT, wouldn't you?

If this FEELS GOOD to you, we will go ahead and set up an account by HANDLING THE PEPERWORK.